

Amendments to the Claims

Claims 1-68 (Canceled)

69. (Previously Presented) A method for selling goods and services in conjunction with the Internet, comprising:

receiving session information from a website about a customer's session on the website, the website being associated with a selected one of a plurality of enterprises and the session information comprising products the customer is searching;

receiving any customer information on the customer from the selected enterprise;

determining from the session information and any customer information that the customer constitutes a sales opportunity appropriate for sales assistance;

executing a matching engine to determine a list of the best sales associates from among a plurality of sales associates for the customer based on session information, customer information, and information about the plurality of sales associates;

notifying the determined best sales associates that a sales opportunity regarding the customer exists;

enabling each best sales associate to determine whether or not they wish to assist the customer;

matching the customer to the sales associate from among the determined best sales associates who first chooses to assist the customer;

if a predetermined amount of time has passed and none of the best sales associates choose to assist the customer, selecting one from among the best sales associates who must assist the customer;

facilitating communication for a sales transaction between the customer and the matched sales associate via the Internet;

receiving sales information; and

providing the session, customer, and sales information to the matched sales associate based on the particular sales opportunity with the customer.

Claim 70 (Canceled).